

CHILDHOOD OVERWEIGHT & OBESITY TOOLKIT

**Raising Awareness of Childhood Overweight and Obesity and
Promoting Regular Exercise and Good Nutrition**

Created for Step Ahead Councils

By FSSA Community Planning
July 19, 2004



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At-a-Glance: Ideas for Action

This toolkit contains information on the following activities and more:

Directed at Parents and Kids

- ☒ Hold a FREE Action for Healthy Kids awareness-raising seminar
- ☒ Hold a “Family Fitness Night” or a “Family Cooking and Nutrition” event (Action for Healthy Kids can help!)
- ☒ Hand out healthy snacks at a local fair or festival
- ☒ Distribute brochures to parents and/or kids

Directed at Local Schools and Child Care Facilities

- ☒ Hold a FREE Action for Healthy Kids awareness-raising seminar
- ☒ Encourage local schools to conduct a FREE School Health Index
- ☒ Encourage local schools to participate in the Indiana Governor’s Fitness Award
- ☒ Encourage local schools to participate in Jump Rope for Heart, Hoops for Heart, International Walk to School Day, and All Children Exercising Simultaneously Day
- ☒ Write a grant to fund new playground equipment or nutrition and activity kits for local child care facilities
- ☒ Distribute brochures to teachers and child care-givers

Directed at Local Media

- ☒ Send editorials and PSAs to local newspapers and radio stations
- ☒ Conduct a survey of healthy menu items at local fast food restaurants and send to your local newspaper

Read on to learn more about these and other ideas!

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Introduction

Dear Step Ahead Councils:

Raising awareness of the prevalence of childhood overweight and obesity and the benefits of healthy nutrition and regular physical activity is the statewide Step Ahead project for Fiscal Year 2005. This project is critical because a recent American Medical Association report stated that **poor diet and physical inactivity could soon surpass tobacco as the leading cause of preventable death in the United States¹**.

Indiana ranks ninth in the country for the number of adults who are overweight or obese². Adult obesity is directly related to childhood obesity; children of obese adults are three times more likely to become overweight or obese themselves³. This means Indiana children are in real danger. **Overweight children and youth are much more likely to develop diabetes, high blood pressure, and serious orthopedic problems⁴. They are at significantly higher risk for mental and emotional health problems and miss four times as many school days⁵.**

There are many active partnerships working in Indiana to address the problem. In 2003, The Indiana Department of Health and the Indiana Department of Education created the **Coordinated School Health Program**, and the Indiana chapter of the **Action for Healthy Kids** (AFHK) formed. These statewide efforts will not succeed without local partnerships like Step Ahead—your councils provide the critical link to families and children.

As a **first step**, we recommend you contact the **Indiana Action for Healthy Kids** (AFHK) to see if an obesity coalition exists or is forming in your community and to introduce yourself. Please contact Sara Titzer, 317-962-9017, stitzer@clarian.org

As a **next step**, we suggest you hold a **community meeting** and invite everyone who may be working in some way to address the issues of family nutrition and physical activity. The purpose of such a meeting is to reveal shared goals and partnership opportunities. See page 1 for a **list of individuals and groups to invite**.

Please keep us updated (**send emails!**) along the way as you hold meetings, launch projects, etc. We'll share your updates and ideas with all Step Ahead councils so everyone can benefit. Thank you for your efforts—Indiana children will be impacted in a profoundly positive way!

Sincerely, The FSSA Community Planning team

¹ As reported on the President's Council for Physical Fitness and Sports web site: www.fitness.gov/physical_activity_fact_sheet.html. Facts are based on information from publications prepared by agencies and offices of the Department of Health and Human Services: the Centers for Disease Control and Prevention; the National Center for Health Statistics; the Office of the Surgeon General of the United States (Physical Activity and Health, 1996; Call to Action to Prevent and Decrease Overweight and Obesity, 2001), and the Office of Disease Prevention and Health Promotion (Healthy People 2010, 2001).

² Centers for Disease Control and Prevention. Behavioral Risk Factor Surveillance system, 2002 Prevalence Data. As published at <http://apps.nccd.cdc.gov/brfss/>

³ Strauss, R.S. and Knight, J. Influence of the Home Environment on the Development of Obesity in Children. Pediatrics, 1999; 103: 85.

⁴ American Obesity Association. AOA Factsheets: Obesity in Youth. As published at www.obesity.org/subs/fastfacts/obesity_youth.html

⁵ Schwimmer, J.B., Burwinkle, T.M., and Varni, J.W. Health-Related Quality of Life of Severely Obese Children and Adolescents. Journal of American Medical Association, 2003; 289: 1813-1819.

Get Started!

Target a Specific Age Group

- ✓ Focus. Don't try to take on the world with limited resources; pick an age group (infants and toddlers, early childhood, elementary school-aged children, or teens) and make a difference! If you're not sure where to focus, Dr. William Wishner, Special ISDH Consultant, recommends **infants and toddlers**—with this group you have a chance to **prevent** obesity!

Partner With Others

- ✓ Contact the **Indiana Action for Healthy Kids** (AFHK) and share the details of your action plan. Indiana AFHK has incredible, **no-cost resources** and **technical assistance** (detailed in this toolkit). Let them know who you're partnering with. Contact Sarah Titzer, Indiana AFHK Co-Chair at stitzer@clarian.org or 317-962-9017.
- ✓ Hold a **community meeting** and invite people from the following groups:

- School corporations, local schools (teachers, administrators, school boards, PE instructors, nutritionists, nurses) www.doe.state.in.us/htmls/k12.html
- Local Parent Teacher Associations (PTAs) and other parent groups
- Hospitals (community outreach staff, pediatric doctors and nurses, nutritionists)
- Child care centers, homes and ministries
- Local cooperative extension (www.ces.purdue.edu/counties.html)
- Parks and recreation organizations and facilities
- Head Start (www.in.gov/fssa/children/headstart/)
- Local health department (www.state.in.us/isdh/links/local_dep/index.htm)
- Local health foundation
- Local Women, Infants and Children (WIC) office
(www.in.gov/isdh/programs/wic/index.htm)

Get into Action!

- ✓ Give an obesity awareness workshop or seminar to local teachers, day care providers, etc. (see sample PowerPoint presentations in the Addendum). Or call Indiana AFHK (Sara Titzer, 317-962-9017 and one of its members will give the presentation!
- ✓ Call Indiana AFHK to arrange a free cooking and nutrition workshop or a family fun night for parents and kids at a local school, day care or community center (see details on page 6). Or introduce a fitness/nutrition education component to existing parenting programs!
- ✓ Promote increased participation in these existing programs (see pages 5 to 9 for details):

| | |
|--|--------------------------------------|
| • Indiana Governor's Fitness Award | • International Walk to School Day |
| • Hoops for Heart | • Jump Rope for Heart |
| • All Children Exercising Simultaneously | • Celebrate National "5-a-Day" month |

- ✓ Distribute PSAs, press releases, and letters to the editor to local media (see Addendum).
- ✓ Hand out healthy snacks and jump ropes at summer festivals and fairs. Include a postcard for kids (see Addendum) that gives them healthy snack and fun activity ideas.
- ✓ Distribute kid-friendly and parent-friendly brochures to schools, day-care centers and pediatricians' offices (see Addendum).
- ✓ Encourage your schools to conduct a School Health Index if they have not already done so. Available at no cost at: <http://apps.nccd.cdc.gov/shi/>
- ✓ Conduct a survey of healthy menu items served at local fast-food restaurants and share your results with parents, teachers, and the media.
- ✓ Write a grant (see page 18 for sources) to fund playground equipment or a nutrition and activity kit (see page 13 for kit details) for local child care providers.
- ✓ Look at the national AFHK "What's Working" database for more ideas:
www.actionforhealthykids.org/AFHK/whatsworking/viewall.php

Who's Taking Action in Indiana?

Childhood Obesity Coalition

A relatively new coalition that aims to shape the legislative agenda and state policy is being chaired by Indiana Representative Charlie Brown. The coalition is comprised of members from state government agencies, non-profit organizations, and private companies, including the Indiana State Department of Health, the Indiana Department of Education, the American Dietetic Association, the American Medical Association, the American Cancer Society, the Indiana Chamber of Commerce, and Anthem. **FSSA will be represented** on the coalition by **Christine Freiman**, director of community planning. You will receive updates about the activities of this coalition in your monthly newsletters.

The Indiana Action for Healthy Kids (AFHK)

Indiana AFHK is providing **free** technical assistance, information referral, and workshops to groups that are addressing childhood obesity. Indiana AFHK is also working to establish "community coalitions" that will be local champions for the cause of childhood obesity. Active groups already exist in **Grant, Vigo and Vanderburgh counties**. Your Step Ahead council could become the AFHK community coalition in your county. Or you could support the formation of one. Contact Sara Titzer at Indiana AFHK to discuss further: 317-962-9017, stitzer@clarian.org or visit www.actionforhealthykids.org

The Coordinated School Health Program

The Indiana Department of Education (IDOE) received a \$1.8 million grant from the Centers for Disease Control and Prevention to develop a Coordinated School Health Program (CSHP) intended to improve students' health by reducing the use of tobacco and other drugs, increasing **physical activity**, and upgrading **student nutrition**. CSHPs bring various groups and components within a school (i.e. food services, school nurse, physical education, teachers, parents, etc.) together to form **Coordinated School Health Teams** to achieve these goals. Local health departments are playing a big role as well. The five-year grant funds an office staffed jointly by IDOE and Indiana State Department of Health (see contacts on page 20 - 21). CSHPs have already been established in the following counties and will receive three years of training:

| | |
|--|--|
| Brown County (Brown County School Corporation) | Elkhart County (Goshen and Middleberry school corps) |
| Ripley and Franklin counties (Batesville School Corp) | Hancock County (Greenfield School Corporation) |
| Marion County (Indianapolis Public Schools) | Putnam County (Greencastle School Corporation) |
| Wells County (Southern Wells Community Schools) | Vigo County (Vigo School Corporation) |
| Vanderburgh County (Evansville-Vanderburgh School Corporation) | |

Indiana State Department of Health (ISDH) Measurement Initiative

Currently, no reliable data exists for the prevalence of childhood overweight and obesity in the state of Indiana. The ISDH is addressing this by designing and implementing a statewide plan to measure height and weight for all students in grades K-12. Stay tuned for more details as they become available.

ISDH Strategic Plan to Combat Child Overweight and Obesity

ISDH is creating a plan with five action areas: (1) Increasing awareness of obesity as a public health issue; (2) promoting opportunities for lifestyle change; (3) establishing legislation around nutrition and physical activity; (4) monitoring obesity rates and related health conditions; and (5) identifying stakeholders to support future work.

Purdue Cooperative (County) Extensions

The Purdue Extension service offers family nutrition programs in many Indiana counties. Programs aim to help low-income families maximize their food dollars and food stamps. The focus is on developing knowledge and skills related to nutrition and meal planning, food purchasing, preparation and safety, and food budgeting.

Summer 2004 Childhood Obesity Projects (funded by ISDH)

Each of the 23 counties below received up to a \$10,000 mini grant from the Indiana State Department of Health to engage in childhood obesity projects during the Summer of 2004. Some unique partnerships have formed such as the one in Jennings County, where a grower's association is working with the coalition to add more fruits and vegetables to school lunch programs. Some of these projects are detailed on pages 10 to 12. Stay tuned for more updates, or contact the organizations directly to learn more:

| | |
|---|---|
| Brown County Bloomington Hospital & Healthcare System | Clay and Owen Counties Purdue University / Agricultural Administration |
| DeKalb Memorial Hospital, Inc. | Elkhart County Health Department |
| Fayette County Health Department | Gibson County Health Department |
| Hancock Memorial Hospital and Health Services | Henry County Health Department |
| Jennings County Health Department | Johnson County Health Foundation |
| LaGrange County Community Foundation | Lake County Multicultural Wellness Network Health Visions Midwest, Inc. |
| Lawrence County Hoosier Uplands Economic Development Corp. | Madison County Health Department |
| Marion County Health and Hospital Corporation HealthNet, Inc. | St. Joseph County Health Department St. Joseph Regional Medical Center |
| Tippecanoe County Purdue University / Lambert Fieldhouse | Vanderburgh County Evansville-Vanderburgh School Corporation |

U.S. Department of Agriculture (USDA)

Indiana is among four states in the nation participating in a USDA pilot study. Students at 25 schools are provided with fruits and vegetables during non-lunch hours. The goal is to decrease the consumption of healthy snacks and increase student awareness of and preference for nutritious foods. Initial findings include some schools reporting lower volumes of sales of candy and other less nutritious foods.

Indiana Programs to Promote

Indiana Governor's Fitness Award

| | |
|-------------------|---|
| Title | Governor's Fitness Award |
| Description | A 9-week physical activity program for school-aged children |
| Organization | Governor's Council for Physical Fitness and Sports |
| Name, Title | Eric Neuburger, Executive Director |
| Phone | 317-233-7671 |
| Email | eneuburg@isdh.state.in.us |
| Web Link(s) | www.in.gov/isdh/programs/fitness/fa-index.html |
| Date(s) | Annual; nine-week program starts each year in the Fall |
| Partner(s) | Indiana State Department of Health |
| Target Audience | School-aged children |
| Project Narrative | <p>The Governor's Fitness Award is a fitness challenge offered to children of all ages. It encourages children to set goals and work toward meeting them. Students take part in a 9-week fitness program of their own design, with guidance from an adult and a booklet provided by the Council. Students receive recognition from the Governor when they complete the program. Schools with the highest participation rates receive a "Be Active" clinic by the Indiana Fever.</p> <p>How to get the Governor's Fitness Award in your community:</p> <ul style="list-style-type: none"> • Contact the Indiana Governor's Council for Physical Fitness and Sports to request the Governor's Fitness Award book. • Talk with your local physical education teachers and tell them about the program. • Identify interested parties and pass those contacts on to the Council. • Identify those with responsibilities over physical education curriculum in your school district and tell them about the program. Pass those names on to the Council for follow up. |

“A Taste of Family Fitness” FREE Workshop

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|---------------------|---|
| Title | A Taste of Family Fitness |
| Project Description | Free, customizable workshops for your community on meal planning and guiding children in physical activities |
| Organization | This program was originally developed by the Indiana Department of Education, Division of School and Community Nutrition Program. You can work with Indiana Action for Healthy Kids to schedule a free one to be held in a school, day care, or community center in your county! |
| Name, Title | Sara Titzer, Co-Chair, Indiana Action for Healthy Kids (IN AFHK) |
| Phone | 317-962-9017 |
| Email | stitzer@clarian.org |
| Alternate Contact | Beth Foland, Team Leader, Nutrition Education and Training, Indiana Department of Education: 317-232-0850, efoland@doe.state.in.us |
| Date(s) | Ongoing |
| Partner(s) | IN AFHK has numerous partners that may combine to create the workshop in your community, such as the Cooperative Extension office. Partners for the original “Taste of Family Fitness” workshops held in 2001 included the National Institute for Fitness and Sport; Ruth Lilly Health Education Center; Indiana Department of Education; Marion County PTA Council; the Indiana Center for Family, School, and Community Partnerships. |
| Sponsor(s) | You may want to contact local supermarkets for donated food and ingredients for the workshop. |
| Target Audience | The workshop can be designed for parents, caregivers, and anyone involved in meal planning and guiding children in physical activities. |
| Project Narrative | <p>The original workshop series (2001) consisted of two-hour workshops that were conducted in interactive theatres at the Ruth Lilly Health Education Center (RLHEC). Sessions were held weekdays and Saturdays throughout the day and evening. Advance registration was \$5; day-of was \$7. Scholarships, free parking and childcare were available.</p> <p>During the workshops, participants used interactive technology to learn about nutrition and physical activity. Several recipes were prepared and eaten on site. Participants received information on the importance of sanitation and how to prepare meals. Participants left the class with recipes they had actually tasted, and a packet of resources for home use.</p> <p>Discussions are underway to bring "A Taste of Family Fitness" to schools with the support of PTAs and Family and Consumer Science teachers. For more information contact IN AFHK.</p> |
| Funding | The original workshops were paid for with a USDA Team Nutrition Grant |

National Programs to Promote

Jump Rope for Heart and Hoops for Heart

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|-----------------|--|
| Title | Jump Rope for Heart and Hoops for Heart |
| Description | Both programs are designed to educate kids in kindergarten through high school about living a heart-healthy lifestyle. The programs also raise funds. |
| Organization | American Heart Association |
| Name, Title | Mary Schoder |
| Phone | 800-677-5481 (Regional Office) |
| Email | Mary.schoder@heart.org |
| Web Link(s) | www.americanheart.org Hoops for Heart: http://216.185.112.5/presenter.jhtml?identifier=2441 Jump Rope for Heart: http://216.185.112.5/presenter.jhtml?identifier=2360 |
| Date(s) | Ongoing |
| Partner(s) | American Alliance for Health, Physical Education, Recreation and Dance |
| Target Audience | Kids in kindergarten through high school |
| Narrative | <p>The American Heart Association, with its partner the American Alliance for Health, Physical Education, Recreation and Dance, launched Jump Rope For Heart as a national fund-raising and education program in 1978. More than 4.5 million students participating last year! Jump Rope For Heart educates students about living a heart-healthy lifestyle.</p> <p>Jump Rope For Heart and Hoops for Heart develop athletic skills that are fun for everyone while promoting the value of physical activity and teamwork. Students learn about the seriousness of heart disease and stroke, the lifelong benefits of physical activity and the importance of living a heart-healthy lifestyle. The program also teaches students to set and achieve goals and shows them how they can make a difference through volunteering and community service.</p> <p>In 2003, Indiana had two schools that were in the nation's Top 100 for funds raised through Hoops for Heart and one in the Top 100 for Jump Rope for Heart! If a school wishes to participate, a school representative should contact Mary Schoder.</p> |

International Walk to School Week and Day

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|-----------------------|--|
| Title | International Walk to School Week and Day |
| Description | Celebrated in 28 countries, this week-long event promotes walking to school. 28,000 U.S. schools participate. |
| National Organization | Partnership for a Walkable America (PWA) and others |
| Local Organization | Indiana Safe Kids Coalition |
| Name, Title | Keisha Nickolson |
| Phone | 317-278-3218 |
| Email | ksnickol@iupui.edu |
| Web Link(s) | www.walktoschool-usa.org to register your event |
| Date(s) | October 4-8, 2004 (Walk to School Day is October 6, 2004) |
| Partner(s) | The Partnership for a Walkable America, the Centers for Disease Control and American Walks are just a few of the organizations that promote and participate in this international event. |
| Target Audience | School-aged children |
| Narrative | <p>Millions of children, parents, teachers and community leaders across the globe walk to school to celebrate International Walk to School Day and, International Walk to School Week. Walk to School activities often become a catalyst for on-going efforts to increase safe walking and bicycling all of the time.</p> <p>The PWA web site contains resources such as toolkits for creating safe routes to schools in your community, suggestions for promoting the event in your community, registration information, and more.</p> <p>Walking to school is a missed opportunity. Roughly 10% of children nationwide walk to school regularly. Even among those kids living within a mile of their school, only 25% are regular walkers.</p> <p>Indiana Safe Kids Coalition has a free "Walk this Way Pedestrian Safety Toolkit" with curriculum-based pedestrian safety activities for your school, home or community. Contact Indiana Safe Kids (see contact info above).</p> <p>The Centers for Disease Control (CDC), an agency of the U.S. Department of Health and Human Services created KidsWalk, a program and a web site designed to promote International Walk to School week/day: www.cdc.gov/nccdphp/dnpa/kidswalk/index.htm The web site contains numerous resources, including a downloadable community presentation, brochure and fact sheet, sample letters to local press, and community "walkability" assessment templates.</p> |
| Funding | PWA is funded by the U.S. Department of Transportation, the CDC, and the U.S. Environmental Protection Agency. |

All Children Exercising Simultaneously

| | |
|-----------------------|---|
| Title | All Children Exercising Simultaneously (Project ACES) |
| Description | Project ACES is a worldwide exercise event that takes place on the first Wednesday in May as part of National Physical Fitness & Sports Month and National Physical Education Week. |
| National Organization | Youth Fitness Coalition |
| Local Organization | Indiana Department of Education (IDOE) |
| Contact Info | <p>Regular contact: (Currently Vacant), P.E. Consultant, Program Development, IDOE</p> <p>Temporary contact: Suzanne Crouch, Director, Coordinated School Health Program, IDOE, 317-232-9003 or scrouch@doe.state.in.us</p> <p>Alternate contact: Audrey Satterblom, President-Elect, Indiana Alliance for Health, Physical Education, Recreation and Dance (IAHPERD). Phone: 317-693-5590</p> |
| Web Link(s) | Youth Fitness Coalition: http://members.aol.com/acesday/index.html |
| Date(s) | First Wednesday in May each year |
| Partner(s) | More than 20 national and international organizations, such as the President's Council on Physical Fitness and Sports, the American Heart Association, Children's Better Health Institute, the National Association of Governor's Councils on Physical Fitness and Sports, the National Parks and Recreation Association, and more. |
| Target Audience | School children, parents |
| Narrative | <p>On May 4th, 2005 at 10 AM, participating children (all over the world) will engage in some form of exercise. Each school organizes its own participation assembly lasting 15-45 minutes.</p> <p>As of May 2004, Indiana is one of 20 states that participates in Project ACES. In 1995, over 55,000 students in Indiana participated in this noncompetitive program! Register your school to get certificates for students.</p> |

What's Working in My County?

Allen

Turnstone Center for Disabled Children/Adults "Fitness for Every BODY"

Through a Carol M. White Physical Education Program (PEP) grant from the U.S. Department of Education, the Turnstone Center purchased adaptive equipment and established a regular strength training, fitness education, and physical activity program for youth with physical disabilities. For more information: Nancy Lourine 260-483-2100.

SHAPEDOWN

Parkview Hospital offers this national program that encourages families to make sweeping lifestyle changes. Classes meet for 10 weeks to address behavioral change, exercise, and nutrition topics. Following the program, a booster group convenes monthly.

Move to Improve

A partnership of the Fort Wayne Parks and Recreation Department and 23 local agencies. A fitness and nutrition initiative that educates and motivates the community to make healthy lifestyle choices.

Delaware

Nutrition and meal preparation activity

Yorktown Middle School created a weekly Walk and Talk club to promote non-competitive walking and spending time with friends. More than 100 students turned out for the club. For more information contact mwatkins@yorktown.k12.in.us.

Mini-grant program

Using Indiana tobacco settlement dollars, Delaware county invited local organizations to apply for funding. As of April 2004, three organizations had received grants to operate children's health improvement and physical fitness programs.

Elkhart

Lunchbuddies for Better Nutrition

A pilot program aimed at Title 1 elementary school students. Strives to increase the amount of fruit, vegetables, and milk that third and fourth graders consume through the school lunch program.

One Step at a Time

An individualized walking program that is part of a series of fitness, nutrition and lifestyle intervention programs targeting fourth graders and their families.

Fayette

Running and walking paths

The Fayette County School Corporation received a Carol M. White Physical Education Program (PEP) grant from the U.S. Department of Education to install running and walking paths at its elementary schools.

Fountain and Warren

Student Fitness Activity Stations

Supported by a national grant, local schools are tracking the fitness progress of students as they work through activity stations. Each student has a data card that lists BMI, resting heart rate, etc. Comparative assessments occur three times each semester.

Henry

Wellness program

Using a \$2,000 grant from the Indiana State Department of Health, the Henry County Health Department is partnering with the Purdue extension to offer a walking club and pre- and post-fitness and health measurements. Pedometers are available to participants. For more information: Doug Mathis 765-521-7060 or dmathis@henryco.net

Grant

Nutrition and meal preparation activity

Madison Grant Junior High School's seventh-grade class studies the food guide pyramid and plans a healthy meal that includes all food groups. The meal is then prepared and consumed by the class. The students dress up for the meal and many former students say this is a favorite Junior High memory.

Jennings

HealthFest 2004

The Jennings County Health Department is partnering with local community leaders, Boy Scouts, the youth center, a county park, local fitness facilities, and a senior center to create a year-long celebration called "HealthFest." Starting in June 2004, the celebration began promoting a healthier community through hiking, golf outings, water aerobics, a 150-mile bike ride, basketball, nutrition classes, and more. The event is funded by a \$10,000 Indiana State Department of Health mini grant. For more information: Judith Gold, 812-352-3026.

Madison

Expanded walking program

The Madison County Health Department expanded its existing walking program with \$10,000 in funding from an Indiana State Department of Health. Education is offered to program participants and individual and team goals are set. Pedometers are provided (on loan) to track results. Children are encouraged to gradually increase to 10,000 steps daily; special needs children are encouraged to increase overall steps by 10%. For information: Becky Atkinson, 765-641-9529.

Marion

After-school exercise classes and Family Wellness Night

Forest Glen Elementary School partnered with Clarian Health Partners to provide after-school exercise classes including yoga, Pilates, cross-training, nutrition and others. Additionally, health plans were tailored for each participant. The Parent Faculty Organization partnered with Clarian to create a Family Wellness Night that included health risk assessments for parents and a family wellness class.

Spencer and Owen

Student heart rate monitor program

Spencer-Owen Community Schools used dollars received from a Carol M. White Physical Education Program (PEP) grant from the U.S. Department of Education to pay for hundreds of heart rate monitors. Every student enrolled in PE class (grades 1-12) uses the monitor for the entire semester to learn about the effect of various forms of physical activity on heart rate. Data collected in the monitors is downloaded to a database and students receive reports at the end of the semester showing results. A pre- and post-test is also conducted for strength and body fat. The students have been very enthusiastic about the program. For more information: Tamra Ranard, grant administrator: 812-829-2233.

Vanderburgh

Food Groupie program

For more than 10 years this national program has reached out to children in pre-schools, schools and daycare facilities with nutrition information. The program uses puppets and other key visuals.

Professor Popcorn

The Vanderburgh County Step Ahead Council partners with the county extension office to offer this nutrition program to elementary school students.

YMCA of Southwestern Indiana "FIT KIDS" Program

Funded by a Carol M. White Physical Education Program (PEP) grant from the U.S. Department of Education, the FIT KIDS program provides fitness and nutrition education and fitness assessments to hundreds of kids aged 5-12. The children are enrollees from the Before and After School Care and Day Camp programs. Contact Ira Reason: 812-423-9622.

Wells

Operation Wellness

Funded by a Robert Wood Johnson Foundation grant, the entire community is involved in making Wells County a model of good health. Children receive nutrition education with hands-on food preparation and taste-testing. Additional activities include exercise opportunities offered in conjunction with school districts, a weekly newspaper column, family fun activities, and yoga for children.

What's Working in Other States?

More project profiles are available at:

www.actionforhealthykids.org/AFHK/whatsworking/viewall.php

North Carolina's "Be Active Kids"

| | |
|---------------------|---|
| Title | Be Active Kids |
| Project Description | An early childhood (ages 4-5) physical activity and nutrition program for day care sites and schools. |
| Organization | Be Active North Carolina, Inc. |
| Name, Title | Shellie Pfohl |
| Phone | 919-765-7172 |
| Email | shellie@beactivenc.org |
| Web Link(s) | http://www.beactivekids.org |
| Date(s) | Program started in 1998 |
| Target Audience | Children, ages 4-5 |
| Project Narrative | <p>Be Active Kids provides free training and information kits that teachers can keep and use again, as well as newsletters for parents. Since the program began in 1998, more than 4,000 childcare workers have been trained to use Be Active Kids and more than 5,000 kits have been distributed, reaching over 200,000 North Carolina children.</p> <p>Kits are free to North Carolina childcares, preschools and kindergartens; \$100 otherwise. (Consider writing a grant request to your local health foundation or a business to fund kits for local child care facilities!)</p> <p>A Be Active Kids evaluator pretests children at a site before the kit is used, then tests again six weeks after the kit has been used to evaluate its effectiveness. In-depth evaluations at 20-30 childcare centers, kindergartens and preschools not using the kit are used as controls.</p> <p>The in-depth evaluations have shown a significant improvement in children's recognition of healthy foods and activities after they have been taught from the Be Active Kids kit. In post-training surveys, childcare providers indicated that using the Be Active Kids kit increased the physical activity of children by 90-percent, and 76-percent saw positive changes with respect to healthful eating. Ninety-six percent of childcare workers surveyed indicated that using the Be Active Kids program positively changed their attitude about the importance of teaching children about physical activity and nutrition.</p> <p>For complete details visit: www.actionforhealthykids.org/AFHK/whatsworking/viewall.php</p> |
| Funding | Blue Cross and Blue Shield of North Carolina |

Fun, Educational Web Sites for Teachers, Kids and Parents

BAM! Body and Mind: www.bam.gov/index.htm

BAM! Body and Mind is an online destination for kids created by the Centers for Disease Control and Prevention (CDC), an agency of the U.S. Department of Health and Human Services. Designed for kids 9-13 years old, BAM! Body and Mind gives them the information they need to make healthy lifestyle choices. The site has **kid-friendly lingo, games, quizzes, and other interactive features**. The site also aids **teachers**, providing them with interactive, educational, and fun activities. Highlights include a Fit4Life section (www.bam.gov/fit4life/index.htm) with an interactive activity calendar that kids can customize and print and an **exercise personality quiz** that generates a **custom activity list** for each user. Also check out another fun CDC games and activities site: www.verbnow.com. The site is part of a national outreach campaign that encourages kids aged 9-13 to be active.

Kids Health: www.kidshealth.org

KidsHealth is a large web site providing doctor-approved health information about children from before birth through adolescence. KidsHealth has **separate areas** for **kids, teens, and parents** - each with its own design, age-appropriate content, and tone. For instance, facts and helpful tips for parents who are concerned about childhood obesity may be found at: http://kidshealth.org/parent/nutrition_fit/nutrition/overweight_obesity.html. There are thousands of in-depth **features, animations, recipes, games, and resources**. Created by The Nemours Foundation's Center for Children's Health Media.

Five a Day: www.cdc.gov/nccddphp/dnpa/5aday/index.htm

5 A Day for Better Health is a national program and partnership that seeks to increase the number of daily servings of fruits and vegetables Americans eat to five or more. The web site contains **tips, recipes**, and an **interactive** "fruit and vegetable of the month" section. It also contains a link to the Produce for a Better Health Foundation's site: www.5aday.com that contains numerous **educational tools for teachers**, many **games and activities for kids**, and information for **parents**. Also includes the **Rainbow on my Plate curriculum for teachers**.

PE Central: www.pecentral.org

PE Central is a site packed with health and physical education information for teachers, parents, and students. To combat the high obesity rate, PE Central offers **school-based programs** like Log It (www.peclogit.org/logit.asp) where teachers register their schools and then students register so they can participate. The site contains a **Best Practices** area for dozens of **physical activity ideas** for kids: www.pecentral.org/bp/index.html

Kidnetic: www.kidnetic.org

An educational outreach program of the International Food Information Council (IFIC) Foundation developed in partnership with the American Academy of Family Physicians, American College of Sports Medicine, American Dietetic Association and others. Kidnetic.com is a healthy eating and active living Web site designed for kids aged 9 - 12 and their families.

American Heart Association: www.americanheart.org

Heart Power: <http://216.185.112.5/presenter.ihtml?identifier=3003357>

The Heart Power section is for teachers. It contains activities and messages about heart health have been categorized by curriculum, lifestyle message, format and grade level.

Childhood Overweight and Obesity Research

General Facts

- Overweight refers to an excess of body weight compared to set standards. The excess weight may come from muscle, bone, fat, and/or body water. Obesity refers specifically to having an abnormally high proportion of body fat. A person can be overweight without being obese, as in the example of a bodybuilder or other athlete who has a lot of muscle. However, many people who are overweight are also obese.⁶
- The prevalence of overweight and obesity has steadily increased over the years among both genders, all ages, all racial/ethnic groups, all educational levels, and all smoking levels.⁷
- An estimated 64.5% of U.S. adults age 20 and older are overweight, or 130 million Americans. An estimated 30.5% of those same adults are overweight and obese, or 61 million Americans.⁸
- Approximately 30 percent of American children ages 6 to 11 are too heavy, including 15 percent who are obese.⁹
- Nearly 9 million children and teens are overweight.¹⁰
- Poor diet and physical inactivity (combined) are rapidly approaching tobacco (435,000 deaths annually) as the leading cause of preventable deaths in the US.¹¹
- Persons who are overweight or obese are at increased risk for high blood pressure, type 2 diabetes, asthma, coronary heart disease, stroke, gallbladder disease, osteoarthritis, arthritis, sleep apnea, respiratory problems and some types of cancer.¹²
- Type 2 diabetes, once called "adult onset" diabetes, high blood pressure, and high cholesterol, once thought to be age-related, is now diagnosed in children and teens.¹³
- Physical activity among children and adolescents is important because of the related health, cognitive and emotional benefits.¹⁴
- Only 50 percent of U.S. young people (ages 12-21 years) regularly participate in vigorous physical activity, and approximately 25 percent don't participate at all in vigorous physical activity.¹⁵
- According to a study done by the National Association of Sports and Physical Education (NASPE), infants, toddlers, and pre-schoolers should engage in at least 60 minutes of physical activity daily and should not be sedentary for more than 60 minutes at a time except when sleeping.¹⁶
- One quarter of U.S. children spend 4 hours or more watching television daily.¹⁷

⁶ Clinical Guidelines on the Identification, Evaluation, and Treatment of Overweight and Obesity in Adults. National Institutes of Health, National Heart, Lung, and Blood Institute. June 1998. As reported on National Institute of Diabetes, Digestive and Kidney Diseases web site: www.niddk.nih.gov/health/nutrit/pubs/statobes.htm#preval

⁷ As reported on National Institute of Diabetes, Digestive and Kidney Diseases web site: www.niddk.nih.gov/health/nutrit/pubs/statobes.htm#preval

⁸ Flegal KM, Carroll MD, Ogden CL, Johnson CL. Prevalence and trends in obesity among US adults, 1999-2000. *Journal of the American Medical Association*. 2002; 288: 1723-1727. As reported on National Institute of Diabetes, Digestive and Kidney Diseases web site: www.niddk.nih.gov/health/nutrit/pubs/statobes.htm#preval

⁹ See footnote 8.

¹⁰ See footnote 1 (on Introduction page).

¹¹ See footnote 1.

¹² See footnote 1.

¹³ See footnote 1.

¹⁴ See footnote 1.

¹⁵ See footnote 1.

¹⁶ See footnote 1.

¹⁷ See footnote 1.

- Because children spend most of their time in school, the type and amount of physical activity encouraged in schools is important, yet only 17 percent of middle and junior high school and 2 percent of senior high schools require daily physical activity for all students.¹⁸
- The 2001 *Surgeon General's Call to Action to Prevent and Decrease Overweight and Obesity* recommended that children watch no more than two hours of television a day.¹⁹
- Children in lower socio-economic sector families watch more TV than those in higher socio-economic sector families, and African American children and adolescents watch more hours of television than their Caucasian or Hispanic counterparts.²⁰
- Twice as many teens from poor households are overweight or obese as teens from middle- and high-income households.²¹
- Figure 1 (below) shows childhood obesity and overweight statistics by race:

| Race | Children (Ages 6 to 11) Prevalence (%) | | Adolescents (Ages 12 to 19) Prevalence (%) | |
|-----------------------------|--|---------|--|---------|
| | Overweight | Obesity | Overweight | Obesity |
| Black (Non-Hispanic) | 35.9 | 19.5 | 40.4 | 23.6 |
| Mexican American | 39.3 | 23.7 | 43.8 | 23.4 |
| White (Non-Hispanic) | 26.2 | 11.8 | 26.5 | 12.7 |

Source: CDC, National Center for Health Statistics, National Health and Nutrition Examination Survey. Ogden et. al. JAMA. 2002;288:1728-1732. As reproduced at www.obesity.org

Facts About Indiana Children

Note: Currently, very little data exists on overweight and obesity in Indiana children. The Indiana State Department of Health (ISDH) is designing and implementing a statewide plan to measure height and weight for all students in grades K-12. Stay tuned for more information on this initiative.

Students in Grades 9-12²²

- 32.2% described themselves as slightly or very overweight.
- 46.7% are trying to lose weight.
- 32.9% watch 3 or more hours of television each school day.
- 31.9% did not engage in regular, vigorous physical activity in the past week.

Refer to the Indiana Youth Institute's (IYI) April "Issue Alert" available at the IYI web site: www.iyi.org/pdf/Issue%20Alert%20Spring%202004.pdf for additional overweight and obesity statistics on Indiana youth.

¹⁸ See footnote 1 (on Introduction page).

¹⁹ www.surgeongeneral.gov/topics/obesity/

²⁰ Crespo, 2001, Roberts, 1999; Woodard and Gridina, 2000. As reported on the President's Council for Physical Fitness and Sports web site: www.fitness.gov/physical_activity_fact_sheet.html.

²¹ Healthy People 2010. Leading Health Indicators. As published at www.healthypeople.gov/document/html/uih/uih_4.htm

²² 2003 Indiana Youth Risk Behavior Survey, Indiana State Department of Health, as reprinted in the Indiana Youth Institute's Spring 2004 Issue Alert newsletter.

Sources for More Information on Childhood Obesity

Centers for Disease Control and Prevention (CDC)

www.cdc.gov/

CDC Nutrition and Physical Activity Pages: <http://www.cdc.gov/nccdphp/dnpa/index.htm>

Overweight and Obesity Pages: www.cdc.gov/nccdphp/dnpa/obesity/index.htm

U.S. Department of Agriculture – Team Nutrition

[/www.fns.usda.gov/tn/Default.htm](http://www.fns.usda.gov/tn/Default.htm)

American Obesity Association

www.obesity.org/

HealthierUS

www.healthierus.gov/

Action for Healthy Kids

www.actionforhealthykids.org

Log in to the Indiana State area to view and download password-protected resources using

Username “INAFHK” (all caps) and Password “KIDSHEALTH” (all caps)

What’s Working database: www.actionforhealthykids.org/AFHK/whatsworking/index.php

Project Lean

www.californiaprojectlean.org

Bright Ideas about healthy eating and physical activity:

www.californiaprojectlean.org/brightideas

Potential Sources for Project Grants

| | |
|--------------|--|
| Name: | Nikelodeon's "Let's Just Play" program |
| Info: | www.nick.com/all_nick/everything_nick/public/ljprgrants2.html |
| Purpose: | To provide the resources to create or expand opportunities for physical play in schools and after-school community-based organizations. |
| Eligibility: | Public and private schools for grades K-9, after-school community-based programs with 501(c)3 status |
| Amount: | \$5,000 to \$10,000 |
| Frequency: | Annually |
| Deadline: | November 1, 2004 |
| <hr/> | |
| Name: | Indiana Dairy Council's "3-A-Day of Dairy" program |
| Info: | www.indianadairycouncil.org or 574-299-8040 |
| Purpose: | Innovative, community-based nutrition education programs aimed at empowering kids to become advocates for healthy eating and an active lifestyle to achieve healthy weight. |
| Eligibility: | Unrestricted. Individuals and organizations may apply. |
| Amount: | Estimated one to three awards in Indiana: \$5,000 each |
| Frequency: | Annually |
| Deadline: | 2005 deadline is anticipated to be in May. Visit website in January 2005 for details. |
| <hr/> | |
| Name: | Teammates for Kids Foundation |
| Info: | www.teammates4kids.com |
| Purpose: | One of the foundation's three funding priorities is health, including grants that emphasize prevention of health problems , and that enhance the health of needy children by promoting healthy lifestyles . Funding typically covers ongoing programs and services vs. one-time events, i.e., workshops. |
| Eligibility: | 501(c)3 status, serving children's needs in the areas of health , education, or inner-city services. Organizations that rely on the government for more than 65% of their annual operating revenue are not eligible. |
| Amount: | Unspecified |
| Frequency: | Bi-Annually |
| Deadline: | October 1, 2004 and April 1, 2005. |
| <hr/> | |
| Name: | Allen Foundation |
| Info: | www.allenfoundation.org/apply.asp or d-baum@tamu.edu or (517) 832-5678 |
| Purpose: | Nutrition focus, including: Assist programs in human nutrition and training of children and young adults to improve their health and development; Support programs for the education and training of mothers during pregnancy and after the birth of their children so that good nutritional habits can be formed at an early age; Assist in the training of persons to work as educators and demonstrators of good nutritional practices; Encourage the dissemination of information regarding healthful nutritional practices and habits. |
| Eligibility: | 501(c)3 status; preference given to applications that show matching funds or in-kind contributions (office equipment qualifies). |
| Amount: | Unspecified |
| Frequency: | Ongoing (no deadlines mentioned) |

Name: Finish Line Foundation
Info: www.finishline.com/store/corporate_info/youthfoundation.jsp
Purpose: Primary focus on assisting children and young adults 18 and under. Concentration is **athletics** or **wellness**.
Eligibility: 501(c)3 status, benefiting communities from which the donations were generated or be located in the areas Finish Line serves.
Amount: Unspecified
Frequency: Quarterly
Deadline: Applications received between July 1 and September 30 will be reviewed in November 2004; those received October 1 to December 31 will be reviewed in February 2005.

Name: Robert Wood Johnson Foundation
Info: www.rwjf.org
Purpose: One of the priorities of this foundation is “**halting the growing epidemic of childhood obesity**.”
Eligibility: Preference is given to non-profits and public agencies, although for-profits are funded as well.
Amount: Unspecified
Frequency: Ongoing
Deadline: None

Your Local Health Foundation

According to the Indiana Action for Healthy Kids, local health foundations are an excellent source for community project funding.

Local Businesses

Contact local businesses, especially those that are major employers in your area, about project support for your childhood obesity activities. Help them make the connection: Childhood obesity is a predictor of adult obesity. Adult obesity costs Indiana \$1.6 billion in medical costs on an average year. Some of these costs are directly paid by employers in the form of absenteeism and higher insurance premiums.

Other Grant-Seeking Resources:

Funds Net Services: www.fundsnetservices.com

Healthy Youth Funding Database: www2.cdc.gov/nccdphp/shpfp/index.asp

The Foundation Center: www.fdncenter.org

Contact List

Indiana State Department of Health

Tanya Parrish
Coordinated School Health Program Manager
317-233-7458
tparrish@isdh.state.in.us

Joni Albright, Assistant Commissioner
Director of Special Projects
317-233-7122
jalbrigh@isdh.state.in.us

Dr. Judy Ganzer, Director
Maternal and Child Health
317-233-1240
jganzer@isdh.state.in.us

Weilin Long
WIC Director / Community Nutrition
317-233-5590
wlong@isdh.state.in.us

Nellie Simpson, Director
Local Liason Office (for local health departments)
317-233-7679
nsimpson@isdh.state.in.us

Indiana Department of Education

Suzanne Crouch, Director
Coordinated School Health Program
151 W. Ohio St.
Room 229 State House
Indianapolis, IN 46204
317-232-9003
scrouch@doe.state.in.us

Dona Roberts, R.N., B.S.N., Program Coordinator
Physical Activity, Nutrition and Tobacco (PANT)
Coordinated School Health Program
317-232-9159
droberts@doe.state.in.us

Elizabeth Foland, M.S., R.D., C.D., Team Leader
Nutrition Education and Training
317-232-0850
efoland@doe.state.in.us

Indiana Governor's Council for Physical Fitness and Sports

Eric Neuburger
Executive Director
2 North Meridian Street
Indianapolis, IN 46204
O: (317) 233-7671
F: (317) 233 7387
eneuburg@isdh.state.in.us

Indiana Action for Healthy Kids (AFHK)

Sarah Titzer, Indiana State Chair
317-962-9017
stitzer@clarian.org
www.actionforhealthykids.org
AFHK is a national organization with headquarters in Chicago and Washington, D.C. There are chapters or "state teams" in all 50 states. Indiana AFHK members include:

| | | |
|---|---|---|
| Clarian Health Partners | Indiana Dairy and Nutrition Council | Indiana Department of Education |
| National Institute for Fitness and Sport (NIFS) | Indiana State Department of Health | Governor's Council on Physical Fitness and Sport |
| YMCA | American Heart Association, Indiana Office | Purdue Cooperative Extension |
| American Diabetes Association Indiana Area | Indiana State Medical Association | American Lung Association of Indiana |
| Social Health Association of Indiana | Purdue Cooperative Extension Family Nutrition Program | American Dietetic Association Indiana Dietetic Association |
| Healthy Opportunities for At-Risk Children | Indiana, Purdue and Ball State universities | National Association of Health Education Centers |
| Indiana Academy of Family Physicians | Ruth Lilly Health Education Center | |

American Academy of Pediatrics—Indiana Chapter

Carolyn Downing
322 Canal Walk
Indianapolis, IN 46202-3278
cdowning@ismanet.org
www.aap.org

Year-End Reports

Outreach Survey

Please note this survey is not in final form. We will send the final version to you several weeks prior to the due date (summer 2005).

| Number | Childhood Obesity Outreach Activity |
|-------------------------------------|--|
| <input type="checkbox"/> Didn't do | Number of live presentations or talks about childhood obesity, nutrition and/or physical activity someone from your Step Ahead council gave in your county. <i>(FSSA provided a sample PowerPoint presentation as a guide).</i> |
| <input type="checkbox"/> Didn't do | Number of local newspapers, magazines and/or newsletters to which you sent a "Letter to the Editor" or a press release. <i>(FSSA provided a sample letter and press release)</i> |
| <input type="checkbox"/> Didn't do | Number of local radio stations to which you sent a Public Service Announcement (PSA) script. <i>(FSSA provided a sample PSA script)</i> |
| <input type="checkbox"/> Didn't do | Number of brochures you distributed to school teachers or day care providers. <i>(FSSA provided a sample brochure layout)</i> |
| <input type="checkbox"/> Didn't do | Number of brochures you distributed to kids. <i>(FSSA provided a sample brochure layout)</i> |
| <input type="checkbox"/> Didn't do | Number of brochures you distributed to parents. <i>(FSSA provided a sample brochure layout)</i> |
| | Number of (Enter your own activity here) |
| Other Activities or Comments | |
| Your Name | |
| County | |

Year-End Obesity Project Profile Report

(For only those counties that engaged in projects beyond basic awareness-building activities listed on the survey on the previous page). Please complete as much of this form as possible. Some fields may not apply. Submit this form to your FSSA Community Planning representative. Project profiles may be highlighted in the Step Ahead Story, at Governor's Panel meetings, and on the Action for Healthy Kids national web site.

| | |
|---|--|
| County | |
| Program / Project Name | |
| Detailed Program / Project Description <i>(including goal or impact on children's well- being)</i> | |
| Target Audience | |
| Program / Project Dates | |
| Reach / Number of Participants | |
| Organizations / Sponsors Associated with Project | |
| Funding Source | |
| Cost to End Users | |
| Additional Info | |
| Contact Info: Name Phone Email | |
| Notice: By submitting this form to FSSA, I give my consent for the information to be reprinted in newsletters and posted on the FSSA and AFHK web sites. | |

Addendum: Promotional Tools (brochures and more)

Please note: As of July 19 this section was still **under development**. You will receive additional Addendum items **as they become available** throughout the summer.

The Addendum **currently includes**:

| Item | Audience | Format | File Name |
|--|----------|----------------------|-----------------------------|
| Talking points: Nutrition and physical activity | Parents | Electronic (MS Word) | (Included in this document) |
| Talking points: Nutrition and physical activity | Schools | Electronic (MS Word) | (Included in this document) |

Items **under development** that will be **added** this summer include, but are not limited to:

| Item | Audience | Format | File Name / Location |
|--|-----------------------------|----------------------------|---|
| Presentation: School nutrition (USDA Team Nutrition) | Schools | Electronic (MS Powerpoint) | "USDA Changing the School Scene" (Step Ahead web site) |
| Presentation: Physical activity in schools (AFHK) | Schools | Electronic (MS Powerpoint) | "Need 4 Physical Activity" (Step Ahead web site) |
| Presentation: Nutrition and physical activity findings (American Dietetic Association Foundation) | Schools, parents | Electronic (MS Powerpoint) | "ADA Nutrition Presentation" (Step Ahead web site) |
| Presentation: How to make healthy foods profitable for schools (AFHK) | School Boards, PTAs | Electronic (MS Powerpoint) | "Healthy School Foods & Finances" (Step Ahead web site) |
| Brochure: Childhood nutrition and physical activity | Parents | Electronic (MS Word) | TBD |
| Brochure: Childhood nutrition and physical activity | Teachers | Electronic (MS Word) | TBD |
| Brochure: Infant, toddler and preschooler nutrition and physical activity | Child care givers | Electronic (MS Word) | TBD |
| Brochure: Nutrition and physical activity | Elementary-school-aged kids | Electronic (MS Word) | TBD |
| Postcard: Nutrition and physical activity | Kids | Electronic (MS Word) | TBD |
| Quiz: Family nutrition and fitness | Parents | Electronic (MS Word) | TBD |
| Radio script (PSA): Childhood nutrition and physical activity | Parents | Electronic (MS Word) | TBD |

| | | | |
|--|---------|----------------------|-----|
| Press release: Announcing your community initiative or project | General | Electronic (MS Word) | TBD |
| | | | |
| | | | |

Points to Communicate to Parents

Create an Active Home Environment

(www.obesity.org/subs/childhood/prevention.shtml)

- Make time for the entire family to participate in regular physical activities that everyone enjoys. Try walking, bicycling or rollerblading.
- Plan special active family-outings such as a hiking or ski trip.
- Start an active neighborhood program. Join together with other families for group activities like touch-football, basketball, tag or hide-and-seek.
- Assign active chores to every family member such as vacuuming, washing the car or mowing the lawn. Rotate the schedule of chores to avoid boredom from routine.
- Enroll your child in a structured activity that he or she enjoys, such as tennis, gymnastics, martial arts, etc.
- Instill an interest in your child to try a new sport by joining a team at school or in your community.
- Limit the amount of TV watching.

Create a Healthy Eating Environment at Home

(www.obesity.org/subs/childhood/prevention.shtml)

- Implement the same healthy diet (rich in fruits, vegetables and grains) for your entire family, not just for select individuals.
- Plan times when you prepare foods together. Children enjoy participating and can learn about healthy cooking and food preparation.
- Eat meals together at the dinner table at regular times.
- Avoid rushing to finish meals. Eating too quickly does not allow enough time to digest and to feel a sense of fullness.
- Avoid other activities during mealtimes such as watching TV.
- Avoid foods that are high in calories, fat or sugar.
- Have snack foods available that are low-calorie and nutritious. Fruit, vegetables and yogurt are some examples.
- Avoid serving portions that are too large.
- Avoid forcing your child to eat if he/she is not hungry. If your child shows atypical signs of not eating, consult a healthcare professional.
- Limit the frequency of fast-food eating to no more than once per week.
- Avoid using food as a reward or the lack of food as punishment.

Eat the Recommended Number of Fruits and Vegetables

(www.cdc.gov/nccdphp/dnpa/pdf/guidance_document_3_2003.pdf)

- Vegetable and fruit consumption should be incorporated into an overall healthy lifestyle that includes a diet adequate in dietary fiber, low in saturated fat and cholesterol and increased physical activity (NCI, 1986). These recommendations are reflected in the year 2000 dietary guidelines from the US Departments of Health and Human Services and Agriculture.
- The recommendation of 5 to 9 servings of vegetables and fruits daily is based on substantial scientific evidence. Vegetables and fruits are critical sources of nutrients and other substances that are important to good health. Many studies have examined the relationship between vegetable and fruit consumption and a reduced risk of cancer and other chronic diseases.

Points to Communicate to Schools

Create a Healthy Eating Environment at School

(www.obesity.org/subs/childhood/prevention.shtml)

A coalition of five medical associations and the USDA proposed a "Prescription for Change: Ten Keys to Promote Healthy Eating in Schools" to be used for guidance in school nutrition programs. Their prescription is:

1. Students, parents, food service staff, educators and community leaders will be involved in assessing the school's eating environment, developing a shared vision and an action plan to achieve it.
2. Adequate funds will be provided by local, state and federal sources to ensure that the total school environment supports the development of healthy eating patterns.
3. Behavior-focused nutrition education will be integrated into the curriculum from pre-K through grade 12. Staff who provide nutrition education will have appropriate training.
4. School meals will meet the USDA nutrition standards as well as provide sufficient choices, including new foods and foods prepared in new ways, to meet the taste preferences of diverse student populations.
5. All students will have designated lunch periods of sufficient length to enjoy eating healthy foods with friends. These lunch periods will be scheduled as near the middle of the school day as possible.
6. Schools will provide enough serving areas to ensure student access to school meals with a minimum of wait time.
7. Space that is adequate to accommodate all students and pleasant surroundings that reflect the value of the social aspects of eating will be provided.
8. Students, teachers and community volunteers who practice healthy eating will be encouraged to serve as role models in the school dining areas.
9. If foods are sold in addition to National School Lunch Program meals, they will be from the five major food groups of the Food Guide Pyramid. This practice will foster healthy eating patterns.
10. Decisions regarding the sale of foods in addition to the National School Lunch Program meals will be based on nutrition goals, not on profit making.

Create an Active Environment at School

(www.obesity.org/subs/childhood/prevention.shtml)

The CDC partnered with experts from other federal agencies, state agencies, universities, voluntary organizations, and professional associations to develop *Guidelines for School and Community Programs to Promote Lifelong Physical Activity Among Young People*. The 10 recommendations in the guidelines are:

1. Policy

Establish policies that promote enjoyable, lifelong physical activity.

- Schools should require daily physical education and comprehensive health education (including lessons on physical activity) in grades K-12.
- Schools and community organizations should provide adequate funding, equipment, and supervision for programs that meet the needs and interests of all students.

2. Environment

Provide physical and social environments that encourage and enable young people to engage in safe and enjoyable physical activity.

- Provide access to safe spaces and facilities and implement measures to prevent activity-related injuries and illnesses.

- Provide school time, such as recess, for unstructured physical activity, such as jumping rope.
- Discourage the use or withholding of physical activity as punishment.
- Provide health promotion programs for school faculty and staff.

3. Physical Education Curricula and Instruction

Implement sequential physical education curricula and instruction in grades K-12 that

- Emphasize enjoyable participation in lifetime physical activities such as walking and dancing, not just competitive sports.
- Help students develop the knowledge, attitudes, and skills they need to adopt and maintain a physically active lifestyle.
- Follow the National Standards for Physical Education.
- Keep students active for most of class time.

4. Health Education Curricula and Instruction

Implement health education curricula and instruction that

- Feature active learning strategies and follow the National Health Education Standards.
- Help students develop the knowledge, attitudes, and skills they need to adopt and maintain a healthy lifestyle.

5. Extracurricular Activities

Provide extracurricular physical activity programs that offer diverse, developmentally appropriate activities both noncompetitive and competitive for all students.

6. Family Involvement

Encourage parents and guardians to support their children's participation in physical activity, to be physically active role models, and to include physical activity in family events.

7. Training

Provide training to enable teachers, coaches, recreation and health care staff, and other school and community personnel to promote enjoyable, lifelong physical activity among young people.

8. Health Services

Assess the physical activity patterns of young people, refer them to appropriate physical activity programs, and advocate for physical activity instruction and programs for young people.

9. Community Programs

Provide a range of developmentally appropriate community sports and recreation programs that are attractive to all young people.

10. Evaluation

Regularly evaluate physical activity instruction, programs, and facilities.